NDE Social Media FAQ
Version 1.0   04/15/15

General
1. Why is the Nebraska Department of Education (NDE) using social media?
   a. NDE is using social media as an additional tool to communicate with the public, and a means to remain an innovative and responsive State agency.
2. Which Administrative Memorandum applies to social media?
   a. AM 713
3. What social media platforms can agency staff use for work purposes?
   a. The agency has approved the following social media platforms: Twitter, Facebook, and YouTube. At this time, the agency is focusing on having one account on each platform.
4. Are tweets and Facebook posts permanent?
   a. Yes, they are public and permanent, even upon deletion. They are your digital tattoo.

Staff Involvement
1. Who can request an official NDE Twitter account?
   a. The Director of a program or an LC can request an account with it tied to their nebraska.gov email account.
2. Who should I contact with questions?
   a. You can contact the Director of Marketing, Communications, and Creative Services and the Director of NEaT Team.
3. How can a new social media platform be added?
   a. At this time, the agency will not be adding additional platforms.

Content
1. What type of content should I post?
   a. Anything that relates to NDE, the State of Nebraska, or assists your program. Be creative! How-to videos, interesting data visualizations, announcements of new services, job fairs, job postings, etc. are the types of content in which NDE is looking.
   b. Facts not opinions. Always.
2. How much time should I spend tweeting?
   a. Twitter is a tool for collaborating and communicating. It should not take an immense amount of time to tweet each day. If it takes a significant amount of time to tweet, reassess the purpose of your tweet and your account.

Interactions with stakeholders
1. Who should we follow?
   a. Educational appropriate professional accounts that apply to your program or service. This does not include those accounts that are created for entertainment purposes (@kimkardashian).

2. How can the public engage with NDE on social media?
    a. At this time, the public may engage with NDE by following, liking, or subscribing to our pages or platforms and viewing NDE-posted content.
2. Who can post comments to the agency Facebook page?
    a. At this time, comments are allowed by the public with vigilance.

Twitter-Specific Questions
1. What format does the account name need to follow?
    a. It must begin with "NDE_" and end with a program name acronym. For example: NDE_GOV, NDE_eLearning.
2. What should I put under the URL field?
    a. The third party NDE disclaimer.
3. What should I use for our headshot?
    a. Only a professional headshot taken by the NDE AV/ Multimedia specialist. No selfies are allowed.
4. What should I use for my Twitter banner header?
    a. The Director of Marketing, Communications and Creative Services will provide a banner for each NDE approved account.
5. How can I promote our Twitter account?
    a. Think about adding a Twitter icon to your email signature or program website.
    b. Tweet! Tweet! Tweet!
6. How long can my tweets be?
    a. 140 characters
7. Do you have to use a hashtag?
    a. No. Although, we do encourage the use of hashtags to group like items in one place. The hashtag commonly used by NDE is #NEDoE.
8. Are there tools to help with Twitter workflow?
    a. Yes, we recommend Hootsuite for scheduling tweets, monitoring mentions and sorting posts.